

1 c. determining the [network identity and] physical location of said electronic device
2 when connected to said computer wide area network;

3 d. determining [said] the network identity information and [said] the network
4 connection [activities] activity information of said electronic device when connected to said
5 computer wide area network;

6 e. creating a user file containing said network identity information of said electronic
7 device, physical location information of said electronic device, and said network connection
8 [activities] activity information of said electronic device when connected to said computer
9 wide area network;

10 f. selecting advertising material to be sent to said electronic device using said network
11 identity information, said physical location information and said network activity information
12 in said user file; and

13 g. transmitting said advertising material to said electronic device over said computer
14 wide area network using said network identity information in said user file.

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16 3. (Amended) A method of marketing, as recited in Claim 1, wherein the step [(b)] (c) of
17 determining the physical location of said electronic device is accomplished using a global
18 positioning satellite system which provides global coordinate information of said electronic
19 device when connected to said wide area network.

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21 4. (Amended) A method of marketing, as recited in Claim 1, wherein said step (c) [is
22 carried out] of determining the physical location of said electronic device is accomplished by
23 a wireless modem connected to said electronic device and [used to communicate with said] a

1 wireless telephone network[, said wireless telephone network] capable of determining the
2 physical location of [said] a wireless modem when connected [to said wireless telephone
3 network] thereto. [and moving throughout the region serviced by said wireless telephone
4 network.]

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6 16. (Amended) A method of marketing, as recited in Claim [15] 1, wherein said step [(a)] (d)
7 of [identifying] determining said network identity of said electronic device is accomplished
8 by determining the numerical network address assigned to said electronic device.